

# PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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## Annual Membership Meeting Set For June 11 Robert Rosen, Former Dean, UCLA School of Theatre, Film and Television, to Deliver Keynote Address

The National Association of Theatre Owners of California/Nevada will hold its Annual Membership Meeting on Wednesday, June 11<sup>th</sup>, at The Landmark Theatre in the Westside Pavilion in West Los Angeles. A complimentary continental breakfast will be served beginning at 9:00 a.m., with the meeting to begin at 10:00 a.m. All employees of Member and Associate Member companies are invited to attend.

Among the business items on the agenda will be the introduction of the Association's officers and board of directors for the coming year. We will be announcing the 2014 winners of the Association's annual post-secondary education scholarship competition, with recipients to be awarded either \$5,000 or \$10,000 each. Also to be announced are the winners of grants for graduate students attending the USC School of Cinematic Arts, and those attending the UCLA School of Theatre, Film and Television.

We are very pleased to announce that this year's keynote address will be delivered by Robert Rosen, Professor and Past Dean of UCLA School of Theatre, Film and Television. A distinguished educator, critic, film historian and preservationist, Professor Rosen is internationally recognized for his scholarship in a multitude of areas related to film. He was responsible for guiding the growth of the UCLA Film & Television Archive from a small study collection to the world's largest university-based holding of original film and television materials. He was the Founding Director of the National Center for Film and Video Preservation at the American Film Institute, and is a member of the National Film Preservation Board of the Library of Congress.

Professor Rosen has been decorated by the French government as an Officer of Arts and Letters and was awarded the International Documentary Association's Career Achievement Award for Scholarship and Preservation. Among the many hats worn by Professor Rosen was that of film critic for a period of ten years for KCRW National Public Radio. We are certain you will find his observations on the movie-going experience insightful and entertaining.

Joining us as well will be Dr. Brian Harke, the Dean of Students in the University of Southern California School of Cinematic Arts. With a great deal of experience in marketing, media and in academic sectors, Dr. Harke brings a valuable perspective to the relationship between NATO of California/Nevada's grant program and the deserving graduate student recipients at the USC School of Cinematic Arts.

We are excited to be joined this year by Warwick Wicksman, a Principal, and Audrey Handelman, a Senior Designer, with Gensler, one of the world's leading global design and architecture firms. With 46 offices in 16 countries, their very impressive portfolio includes some

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Director, Member Services

*Continued from page 1*

of the world's most dazzling super-skyscrapers, airports and commercial centers. They bring their insights on the future theatre innovations that will empower patrons. Theatre projects they designed include Arlight Cinemas, the Regal Entertainment Group LA Live Theatre, several AMC Theatres in Asia, 21 Cineplex's in Indonesia and PVR Cinemas in India.

The program will also include a presentation by Patrick Corcoran, Director of Media and Research for National NATO, who will review the state of our industry, box-office results, and trends in production and distribution. In addition, there will be a presentation by NATO of California/Nevada's Lobbyist Terri Thomas, who will provide an update on the many issues confronting the exhibition industry in Sacramento.

Registration is now open through midnight, June 4th. Representatives from corporate headquarters and field locations are encouraged to attend. Attendance is open to all employees of member companies. Follow [THIS LINK](#) to register.

## NATO Member Theatres Help Educate Legislators

Thanks to a strong effort by members, NATO of CA/NV has been proactively engaged in helping to lead the effort against SB 1000 (Monning), a piece of state legislation that would mandate warning labels on sweetened beverages, as well as point-of-purchase safety warning signage and onerous reporting requirements for any business that sells sugar drinks.

Of particular concern is SB 1000's requirement that every theatre keep a running two years of detailed records on the number and type of every single beverage they sell, and inspectors would then have the right to check those records at the theatre without advance notice. Failure to keep these records or surrender them to the inspectors would be a violation of state law. This running two year record keeping requirement would likely be impossible to meet for many if not all theatres.

For meetings with the district office staff of State Senators Kevin DeLeon and Alex Padilla, Milt Moritz convened a group from the various circuits to present their concerns about the unintended consequences of the proposed legislation. The meetings were a good opportunity for the theatre companies to explain how their businesses work, which made a major impact on how the legislators' staff members viewed the legislation.

Following these meetings, SB 1000 was considered by the Senate Appropriations Committee, which voted to place it "on suspense", meaning that significant fiscal costs warrant the bill being held in that committee pending further consideration. This delay can be considered a win, but the bill could be passed out of this committee and moved to the Senate floor for consideration at any point.

Thanks again to our members who helped to engage in the legislative process and educate decision makers on the details of our industry.

## Minimum Wage for California Workers Will Go Up On July 1, 2014

California Gov. Jerry Brown (D) signed a bill last September that includes a \$2 minimum wage increase to be rolled out over the next three years. The first increase of \$1.00 will take effect this July 1<sup>st</sup> bringing the California minimum wage up to \$9.00 per hour. Unless another state passes a larger increase, the bump will make California's minimum wage the highest in the country. The second increase, to \$10, will come in January 2016.

All Workers' Compensation and Paid Family Leave pamphlets must be updated to reflect the change.

# ANNUAL MEMBERSHIP MEETING

**June 11th • The Landmark Theatre  
Pico and Westwood Boulevards • West Los Angeles**

**See What's  
Happening in  
Your Business.**

**Get up to date on the movie-going experience  
of today along with an exciting preview of  
some eye-popping possibilities for tomorrow.**

**An event  
you will not  
want to miss!**

**Welcome to your  
2014 Annual  
Membership Meeting.**



**Robert Rosen,** Professor and former Dean, UCLA School of Film and Television, will offer his unique perspective on the communal experience of movie-going today and the important role it plays in our popular culture.



**Patrick Corcoran,** Director of Media and Research for National NATO, will review the state of our industry, boxoffice results, and trends in production and distribution.



**Terri Thomas,** NATO of California/Nevada's lobbyist in Sacramento, on significant current and looming legislative issues affecting our business.



**Dr. Brian Harke,** Dean of Students, University of Southern California School of Cinematic Arts, offering insights on the relationship between NATO of California/Nevada and USC's deserving filmmakers of tomorrow.



**Warwick Wicksman,** Principal and **Audrey Handleman,** Senior Designer, at Gensler the leading global design and architecture firm, will give us a peek ride into the future showing how movie theatres will be embracing new trends and retail design to further enhance the movie going experience.

**NATO of California/Nevada Scholarship winners to be announced,  
with many of the deserving recipients and family members in attendance.**

**REGISTER AT [THIS LINK](#) NOW  
FOR AN OUTSTANDING PROGRAM**



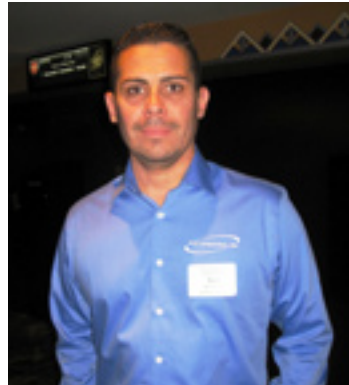
## Record Number of Attendees at Summer/Fall Film Product Seminar

Nine studios screened trailers from over 60 movies to over 500 attendees representing 46 NATO of California/Nevada member companies at last month's Summer/Fall Film Product seminars. We

thank member companies Cinemark and AMC for the great job they both did hosting the events at their theatres; the Cinemark 18 and XD Theatre in Los Angeles and the AMC Metreon in San Francisco.



ACS Enterprises sponsored the continental breakfast at both seminars. Pictured above at the Los Angeles meeting is Lisandro Segura, Adrian Alvarado, Jose Nunez and Eric Tabak.



Jose Ramos represented ACS Enterprises at the San Francisco Seminar. We appreciate and thank ACS Enterprises for their generous support of the seminars and our Association.



GM of the AMC Metreon, Mike Tieger, proudly displays the appreciation plaque presented to him by NATO of CA/NV President Milt Moritz.



We thank the Cinemark Senior Management team of Juan Ramirez, GM Lazaro H. Rios, Margarita Sanchez, Sheena Moreno, Norma Leyva and Marlon Linares who proudly posed in front of their newly designed XD auditorium.



Cinemark's Regional Leader Eric Martin and Cinemark 18 and XD General Manager Lazaro Rios Cinemark accept an appreciation plaque from NATO of CA/NV President Milt Moritz.



The Studio Meet and Greet tables remain a crowd pleaser as shown in the above photos.



The auditoriums were packed at both seminars and judging from the smiles on the faces of the attendees the seminar was fun and entertaining.

## THE BUZZ on SUMMER RELEASES

as reported in The Hollywood Reporter

### Universal

The buzz: No Fast 7, but lots of comedy, horror and Scarlett Johansson.

STORY: Paul Walker's Brothers to Help Complete 'Fast & Furious 7' Action Scenes

The death of Paul Walker resulted in Universal pushing back the release of Fast & Furious 7 from July 11 to April 2015, leaving the studio without a traditional summer tentpole (Fast 6 grossed a massive \$788.7 million worldwide in 2013). Instead, it will rely on comedy and genre fare, starting with the debauched Seth Rogen-Zac Efron comedy Neighbors, which opened to a huge \$49+ million weekend (May 9). Three weeks later, Seth MacFarlane's raunchy, R-rated A Million Ways to Die in the West (pictured) comes out, hoping to repeat the wild success of his 2012 release Ted (\$549.4 million). Footage of the anachronistic Western, also starring Charlize Theron, Amanda Seyfried and Liam Neeson, shocked (and awed) theater owners. "Summer is the best time for comedy. Young people, who are readily available seven days a week, will gravitate to both these films," says Universal distribution chief Nikki Rocco.

Genre offerings include Laurence Fishburne's The Signal (June 13) and The Purge: Anarchy (July 18). Otherwise, the studio is sticking to August to release its films, including the biopic Get on Up (Aug. 1), starring Chadwick Boseman as the legendary James Brown, and the Scarlett Johansson action pic Lucy (Aug. 8).

### Warner Bros.

The buzz: The studio that invented franchises has no sure thing.

Red flag Alert! The home of DC Comics and Harry Potter faces a summer without a prebranded hero franchise. And its most anticipated film, Godzilla (pictured, May 16), faces a huge challenge: Redeem the monster lizard 16 years after Roland Emmerich's update was laughed off the big screen. Bryan Cranston stars in the \$160 million-plus production. Insiders say Edge of Tomorrow (June 6) and the Channing Tatum-Mila Kunis epic Jupiter Ascending (July 18) might do better overseas, akin to 2013's Pacific Rim. Both were pricey: Edge cost \$175 million to \$200 million, and Jupiter cost as much as \$150 million.

Exhibitors, treated to footage of Clint Eastwood's Jersey Boys (June 20), say it is an odd choice for the 83-year-old filmmaker but believe it will play to older patrons and fans of the musical.

Warners also is banking on comedy, with Adam Sandler and Drew Barrymore's Blended (May 23) and Melissa McCarthy's Tammy (July 2). "[Blended] is one of the best-testing comedies we've seen," says Fellman of the film, in which the stars play single parents trapped on an African safari.

A secret weapon could be New Line's modestly budgeted tornado pic Into the Storm (Aug. 8).

### Sony

The buzz: Spidey rushes to the rescue, along with two bumbling cops.

Sony is keen on redemption after its summer 2013 bombs After Earth and White House Down. Its biggest advantages this year are The Amazing Spider-Man 2 (pictured, May 2), and 22 Jump Street (June 13), both sequels to successful brands. At CinemaCon, Sony showed 30 minutes of AS2, starring Andrew Garfield and Emma Stone. The \$200 million-plus tentpole opens two years after the first film took in \$752.2 million worldwide. The studio is convinced this one will do more. "We are very, very confident that we will have a fantastic summer," says Sony distribution president Rory Bruer.

Returning Channing Tatum and Jonah Hill in the lead roles, 22 Jump Street is considered a sure bet. Theater owners were more mixed about Sex Tape (July 25), starring Cameron Diaz and Jason Segel as a couple who make a racy video of themselves, only to lose it. (Diaz also stars in Fox's The Other Woman, out April 25.) But Sony knows how to market edgy R-rated fare (Bad Teacher, This Is the End).

The studio also is giving director Tim Story's Screen Gems comedy Think Like a Man Too (June 20) a high-profile release -- not a surprise, considering Kevin Hart is arguably Hollywood's hottest new star.

### 20th Century Fox

The buzz: Fox, Bryan Singer and talking apes are on the rise.

This summer will be a crucial test for Fox's new marketing operation, led by global presidents Paul Hanemann and Tomas Jegeus and new domestic chief Marc Weinstock, formerly of Sony. The studio's CinemaCon presentation dazzled, led by the Memorial Day entry X-Men: Days of Future Past (May 23) and the sequel Dawn of the Planet of the Apes (July 11); now it's up to the new executives to sell them. Bryan Singer returned to Fox to direct Days of Future Past, which cost \$205 million to make. Dawn cost \$110 million.

STORY: Studio by Studio Guide to Big Talent, New Reveals

*THE BUZZ, continued on page 6*



**THE BUZZ**, *continued from page 5*

“We have a great balance of tentpoles and two other films that will totally zero in on their audience and do a ton of business,” says Fox distribution chief Chris Aronson. One of those is the Shailene Woodley young-adult adaptation *The Fault in Our Stars* (pictured, June 6), expected to be a big draw among teenage girls and younger women. The film also should benefit from its star’s successful turn in *Divergent*. And watch out for *Let’s Be Cops* (Aug. 13), a buddy comedy starring *New Girl*’s Jake Johnson and Damon Wayans Jr.

The studio’s family tentpole is DreamWorks Animation’s highly anticipated *How to Train Your Dragon 2* (June 13).

**Walt Disney**

The buzz: Angie and Marvel venture into new territory.

The studio’s Cinemacon presentation was low-key and devoid of *Star Wars* news, disappointing some exhibitors. Nor did Angelina Jolie show up to promote *Maleficent* (pictured, May 30), Disney’s highest-profile summer entry (she did turn up the day before to tout *Unbroken*, Universal’s Christmas offering). Insiders say the Joe Roth-produced *Maleficent*, which cost \$175 million to make, should perform on par with 2013’s *Oz the Great and Powerful* (\$493.3 million worldwide).

VIDEO: ‘*X-Men: Days of Future Past*’ -- Decoding Cinema-Con’s Time-Traveling Clip

Disney’s other big summer entry is Marvel’s *Guardians of the Galaxy* (Aug. 1), starring Chris Pratt as the leader of a ragtag group of heroes. “Marvel has been doing incredible things with their trove of characters and material, and *Guardians* is no exception,” says Disney distribution chief Dave Hollis.

The sequel *Planes: Fire & Rescue* (July 18) should be a strong player and is one of only two studio animated films this summer -- the first in nine years without a Pixar film and since Disney bought the animation company in 2006. Disney’s other summer films are the family-friendly sports drama *Million Dollar Arm* (May 16) and DreamWorks’ *The Hundred-Foot Journey* (Aug. 8).

**Paramount**

The buzz: A trifecta of turtles, robots and *The Rock* (in sandals).

Paramount’s small state, beginning with *Transformers: Age of Extinction* (June 27), is focused on rebooting the studio’s franchises and hopefully creating one. Bay’s fourth *Transformers* installment, which cost more than \$200 million to make, could breathe new life into the series, based on the positive reaction from theater owners (none seemed upset by Shia LaBeouf’s departure).

Director Brett Ratner’s \$100 million actioner *Hercules* (pictured, July 25), co-financed by MGM, drew rave responses at CinemaCon. Still, recent sword-and-sandals pics (*Pompeii*, *The Legend of Hercules*) have failed, and this one opens against the second weekend of Marvel’s *Guardians of the Galaxy*, creating fierce competition for fanboys.

Paramount is teaming with sister label Nickelodeon on its third summer release, *Teenage Mutant Ninja Turtles* (Aug. 8), produced by Bay’s *Platinum Dunes*. The PG-13 film will try to lure families and younger viewers, much like traditional superhero tentpoles. “People’s expectations were that it would play much younger,” says Paramount vice chairman Rob Moore. “What surprised theater owners was that it is much more of an action-adventure that will play to a broad audience.”



## Marketing Representatives Contact List

For additional contact and materials information follow [THIS LINK](#) to the Industry Contacts section of our web site.

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## June is Ratings Awareness Month

Our industry's current, voluntary movie ratings system emerged in 1968 when MPAA chairman Jack Valenti replaced the Hays Code, the moral censorship guidelines of the day, with a parent-focused rating system, which has evolved to the system we use today. The notion behind the current system is to educate parents about the content of the movies so they can make informed decisions about what is appropriate for their family members. The month of June was selected as Ratings Awareness Month since that is when many school-aged children and teenagers begin their summer vacations. It's

a perfect time to bring the movie ratings system to the attention of employees and parents. To that end national NATO has worked with the Classification and Rating Administration (CARA) and the Advertising Administration of the Motion Picture Association of America (MPAA) to prepare checklists for theatres and movie web sites to help guide its members in implementing the ratings systems as established.

National NATO members may order ratings posters, placards, decals and brochures *free of charge* at any time. If you would like to place an order, [click here](#).

## NATO Member Checklist for Ratings Awareness Month - June 2014

- ❑ **Notify Employees that June is Ratings Awareness Month** – Member Company executives should notify ALL employees that June 2014 is Ratings Awareness Month, and should describe the company's activities planned for the month. Theatre personnel responsible for press inquiries should be made fully aware of all activities undertaken by the company.
- ❑ **Play the Ratings PSA in Your Pre-Shows** – Member companies should play the ratings Public Service Announcement (PSA) during the pre-show for all showtimes in all auditoriums. Members may choose either the 30-second or 15-second version.
- ❑ **Remind Employees about ID-Check Policy** – Member company executives should remind all company employees of your ID-Check policy for "R" and "NC-17" rated films, via company-wide memo, staff meetings, and other communication channels.
- ❑ **Review Personnel Policies** – Ratings compliance officers should review their personnel policies to ensure proper emphasis on ratings education and enforcement. Updates or enhancements to those policies should be promptly communicated to all employees.
- ❑ **Display Ratings Posters** – Ratings compliance officers should take steps to ensure that posters explaining the ratings system are displayed in every theatre complex. Two new poster designs were developed last year and can be downloaded from [www.filmRatings.com](http://www.filmRatings.com).
- ❑ **Include Ratings Information on Web Site** – Ratings compliance officers should work with their company information technology providers to ensure that ratings information is included on your company's web site. (A checklist specific to web site information can be found on page 9.)
- ❑ **Include Ratings Information on Online Ticketing Systems and Kiosks** – Ratings compliance officers should review the online ticketing system and ticketing kiosks utilized by your company to make sure that ratings information is included in the system. You should also review the prompts utilized when tickets for "R" and "NC-17" rated movies are ordered to ensure proper age requirement notification.
- ❑ **Monitor One-Sheets to Ensure Ratings Information is Included Once the Movie is Rated** – Studio marketing departments should distribute movie posters with ratings information once a movie is rated. Theatre personnel must ensure that unrated posters are replaced with rated posters once they become available. If rated posters are not made available after a movie is rated, theatre personnel should inform NATO.
- ❑ **Ensure Trailer Compatibility** – Ratings compliance officers and theatre marketing personnel should take steps to ensure that trailers are compatible with the feature film that follows. All trailers should be viewed prior to exhibition, with feature film audience compatibility in mind. Trailers for "R" rated movies should never be shown before films rated "G" or "PG", and should be viewed and assessed before being shown in conjunction with a "PG-13" feature. To help NATO members appropriately target trailers, NATO staff maintains a chart of trailers that the MPAA has "approved for appropriate audiences" and the specific motion pictures for which the trailers have been approved. This information is provided to NATO on a confidential basis from the MPAA and should be used only to ensure that trailers are appropriate and compatible with the feature film. [Click here](#) to access the current Trailer Placement Advisories chart. NATO members can use their existing online username and password to access the chart. We encourage exhibitors to always play the trailer tag with each trailer. Exhibitors receiving patron complaints regarding trailer compatibility should inform NATO.

*NATO Member Checklist, continued on page 9*



*NATO Member Checklist, continued from page 8*

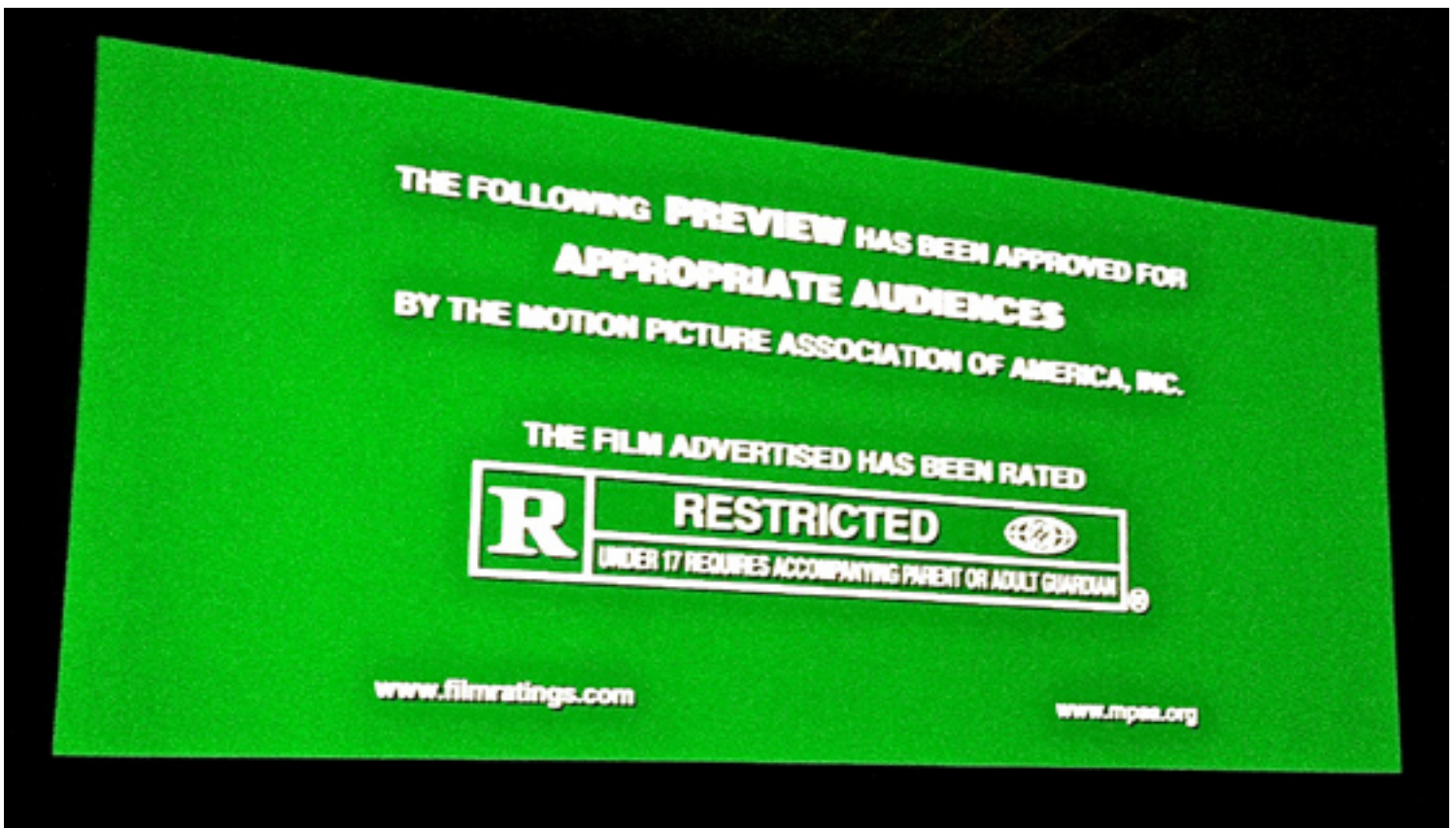
- ❑ **Reach out to Local Newspapers** – Ratings compliance officers and company marketing executives should contact newspapers with whom you do business to encourage them to include reasons for the ratings in their movie reviews.
- ❑ **Reach out to Community, Parent and Religious Organizations** – Company executives and ratings compliance officers should consider using NATO’s information on *History of the Movie Ratings Systems* [here](#), and/or visit [www.filmratings.com](http://www.filmratings.com).
- ❑ **Educate Patrons** – Company executives and ratings compliance officers should investigate additional ways to use this month to educate patrons about the ratings system. Post your company’s ratings policy where all patrons can see. Encourage box office attendants to mention the ratings in their conversations with patrons. Conduct Theatre open houses and disseminate ratings information. Reach out to local schools. Create employee contests with ratings themes. Be creative and have fun!

Please contact the NATO offices if you have any questions, suggestions or concerns.

## Web Site/Kiosk Movie Ratings Checklist

All movie theatre company web sites, all movie ticketing web sites, all ticketing kiosks and all other sites displaying information about movies to which theatre company sites are linked should include the following:

- (1) Ratings should be prominently displayed in conjunction with all movies referenced on the site;
- (2) Ratings reasons should be prominently displayed in conjunction with the rating for all movies referenced on the site;
- (3) The site should provide detailed general descriptive information about the MPAA/NATO movie ratings system;
- (4) The site should link to rating information available on other sites, such as [filmratings.com](http://filmratings.com), [MPAA.org](http://MPAA.org) or [parentalguide.org](http://parentalguide.org).
- (5) The site should include additional warnings related to the admittance of people under age 17 to “R”-rated movies, or people under the age 18 to “NC-17”-rated movies.





# CALENDAR of EVENTS & HOLIDAYS

**Armed Forces Day**  
May 17



**Memorial Day**  
May 26

**Annual Membership Meeting**  
June 11

**Board of Director's Meeting**  
June 11

**Father's Day**  
June 15

**Summer Begins**  
June 21

**Independence Day**  
July 4

